



ISRAFOOD

November 22-24, 2004

Tel Aviv

- WHO:** Producers and exporters of U.S. food and beverage products
- WHAT:** The *American Café* at ISRAFOOD – 21st International Food & Beverages Exhibition in Tel Aviv for the retailer and wholesaler food industry.
- WHEN:** November 22-24, 2004
- WHERE:** Fairgrounds (Exhibition Center), Tel Aviv, Israel
- WHY:** The largest trade exhibition of its kind in Israel, ISRAFOOD represents an excellent opportunity to present products to key food importers, distributors, retailers, wholesaler and processors

THE ISRAELI MARKET:

- ✓ The monthly household consumption expenditure totaled \$2,323, of which \$384 (16.5 percent) were for food consumption. Also, the income is growing each year
- ✓ Americanization- The Israeli consumer like American products
- ✓ Due to the fast devaluation of the EURO against the Israeli Shekel, more and more importers are seeking American products
- ✓ Israel has the potential to be a “gateway” to the Palestinian Authority
- ✓ Between 60 and 70 percent of the consumers consume Kosher products

BEST PRODUCTS:

Dried fruit and nuts; juices and nectars; energy drinks; wines; spirits; black and instant coffee; morning cereals; candies and bonbons; baby food; instant meals; microwave meals; canned fruit cocktail; long life milk; powdered soups and sauces; soy food products; tilapia fish and seafood products; snack foods; frozen vegetables; frozen pizza; cheddar cheese; ice cream; and intermediate products for further processing (whipped toppings, corn and potato starch, milk powder).

CONTACTS:

Yossi Barak, Agricultural Specialist
FAS Office/Tel Aviv
Tel: (972-3) 519-7686
Fax: (972-3) 510-2565
E-mail: yossi.barak@usda.gov

Tobitha Jones, Trade Show Coordinator
USDA/FAS/Washington
Tel: (202) 690-1182
Fax: (202) 690-4374
E-mail: Tobitha.Jones@usda.gov

APPLICATION DEADLINE: August 30, 2004

PARTICIPATION FEE: \$500 for the Café *

* A limited number of individual booths will also be available (at a higher price) – please contact us for further information

AMERICAN CAFÉ
Israfood
Tel Aviv, Israel-November 22-24, 2004
APPLICATION

COMPANY NAME _____
CONTACT NAME _____
ADDRESS _____

PHONE NUMBER _____
FAX NUMBER _____
E-MAIL _____

The cost to display your products will be \$500.00. This is NON REFUNDABLE. Transporting your products from the consolidation site to Israel is included in this fee.

Product Information

Product(s): _____

Product(s) description: _____

Is the product already in Israel or Palestinian Authority? _____

If yes, provide the name and _____
address of the broker/distributor _____

If no, are you actively searching for an agent? _____

In what type of packaging is the product available?
(e.g., HRI, retail, vending, etc.) _____

Has the product been packaged for Israel _____

If not, are you willing? _____

If possible, please send us a price list. _____

Is the company able to supply _____ Large supermarket chains
_____ Small independent grocery chains
_____ Large foodservice chains
_____ Small independent operations

Presentation instructions: _____

Promotional items to be included: _____

Please fax application to Tobitha Jones Fax (202) 690-4374

We will fax you a contact list of interested buyers by January 15, 2005

Payment Status

PLEASE MAKE CHECKS PAYABLE TO USDA/FAS.

Credit Card

? MasterCard

? Visa

? A merican Express

? Discover

Card Number

Exp. Date and Signature

Consolidation Site

For shipping information, please contact:

Tobitha Jones

USDA Trade Show Office

Tel: (202) 690-1182

Fax: (202) 690-4374

e:mail:Tobitha.Jones@usda.gov

Please send your checks to:

Mailing Address

USDA Trade Show Office

STOP 1052

Room 4939, South Building

Washington, DC 20250-1052

Street Address (for courier service)

USDA Trade Show Office

Room 4646, South Building

14th St. & Independence Ave., SW

Washington, DC 20250-1000